

Minutes of the Old City District Board of Directors Meeting

Wednesday, October 15th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Board: Harvey Spear, Patricia Lavelle, Daniel King, Jane Cowley, Christopher McGill, Peter C. Rothberg, David Neff, Albert Taus, Carolyn Pfeiffer, Sheryl Bar, Sonia Silverstein, Luca Sena, Joshua Grimes, Joe Ritchie, Avram Hornik, Laurie Townsend-Rapp

Staff: Job Itzkowitz, Brett T. Mapp, Gregory Diehl

Absent: Lynne Martin-Haskin, Dick Goldberg, Reginald Cummings, Jafar Maleki

Guests: Mark Hayes

Call to Order: Chairman Harvey Spear called the meeting to order at 4:10 pm.

Minutes

September 2014 board meeting minutes were previously distributed via email.

- P. Lavelle offered a motion to approve, 2nd/ C. McGill. All in favor, approved.

Chairman's Report: Harvey Spear

- S. Bar and OCD staff were recognized for the successful Old City Fest on October 12. Feedback was overwhelmingly positive.
- Executive Committee discussed reducing the number of required board meetings per year.

Executive Director's Report: Job Itzkowitz

- J. Itzkowitz reported on YTD assessment collections for both 2014 and prior year assessments.
- J. Itzkowitz thanked S. Bar, the OCD staff and Board members who provided help and support in organizing Old City Fest.
- J. Itzkowitz recently met with representatives from the Mayor's Office of Transportation and Utilities, Uber and Posel Management, the company renovating the Indian Affairs Council building.

Minutes of the Old City District Board of Directors Meeting

Wednesday, October 15th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- OCD has received press recently thanks in part to the PR work of Neff & Associates for Old City Fest.
- 2nd Story Brewing will be open for business shortly in the former Triumph Brewery space on Chestnut Street.
- P. Rothberg offered a motion to authorize the addition of J. Itzkowitz to all OCD bank accounts. 2nd/ P. Lavelle. All in favor, approved.

Treasurer's Report: C. McGill

Financial statements for August and September were presented and reviewed.

- YTD collections are doing well in current and prior year receivables.
- Some activity month over month due to a charge from LRC Services for street cleaning that carried over from the previous month.
- S. Barr offered a motion to approve. 2nd/ D. Neff. All in favor, approved.

Marketing Report: S. Bar

- S. Bar thanked the full board for its support and individual members for specific contributions
- Web Report:
 - Sessions are up 83%, with 20% of users referred by media (Uwishunu & Visit Philly)
 - Restaurant Week still outperformed this month
- 2014-2015 Guide to Old City brochure has printed and is bigger than ever. Committee will continue to re-evaluate on an ongoing basis and is considering an Old City mobile app.
- OCD is participating in Small Business Saturday and is working with Uber to establish a deal for visitors through the holiday season.
- The Committee and staff are continuing their efforts to engage a consultant to create a Strategic Marketing Plan that could result in a marketing position on staff.

Clean & Safe Committee Report: H. Spear

Minutes prepared by J. Itzkowitz & G. Diehl

October 16th, 2014

Page 2 of 4

Minutes of the Old City District Board of Directors Meeting

Wednesday, October 15th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- An Old City Task Force meeting held this month. Task force discussed Old City bar and nightclub establishments and L&I restructuring.
- Charlie's Pub LCB hearing held and J. Itzkowitz testified in support of applicant.
- Committee met with Blurr who asked for suggestions to be a better neighbor. Blurr will propose ideas for improvement.
- Fire & Ice has a pending SAOL application.
- Infusion was awarded an SAOL.
- Taxi stand utilization has been low; H. Spear met with All City Taxi who suggested a voucher program for a large local employer to encourage use.
- Towing on the 100 block of Chestnut has been an ongoing issue, H. Spear to discuss moving the time back from 10-11 pm with Cpt. Korn.
- Committee will organize a meeting of bar & restaurant operators in the coming months
- OCD will broker a meeting between owner of JJ Bootleggers and neighbors with issues
- Recess has ongoing issues. OCD to meet with owners before pursuing enforcement.
- Radio Program is being revisited with new operators enrolling. OCD staff has been pushing the program again.

Economic Development Committee – P. Lavelle

- The Committee is determined to be more active and is working through proposals for projects from the full Board.
- Sidewalk Replacement Grant is still being refined. This will be an ongoing initiative included in the Committee's annual budget.
- OCD staff is finalizing an RFP for planning services for the District.

Board Development Report: P. Lavelle

- P. Lavelle offered a motion to reinstate A. Hornik to the Old City District Board of Directors. 2nd/ S. Silverstein. All in favor, approved.

Minutes prepared by J. Itzkowitz & G. Diehl

October 16th, 2014

Page 3 of 4

Minutes of the Old City District Board of Directors Meeting

Wednesday, October 15th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- Board terms starting and ending dates are unclear; Committee will work with Denis Murphy and City Law Dept. to resolve this.
- Several Board candidates are moving through the nomination process for end of year vote.

Old Business: None

New Business: S. Silverstein stated that Washington Rochambeau Revolutionary Route Board would like to thank the OCD Board for the banners hung near City Tavern several weeks ago during the event they held there (via Ursula Reid).

Public Comment: None

Adjournment: Motion: P. Lavelle. 2nd/ D. Neff. All in Favor, approved. Meeting adjourned at 5:03pm.

The next meeting will be held on Wednesday, November 19th 2014, 4:00 pm, at 231 Market Street.